

SWASA

Professional Enlightenment

STAFF WELFARE ASSOCIATION OF SUNDARARAJAN ASSOCIATES (SWASA)

VOLUME 10

MONTHLY NEWSLETTER

OCTOBER 2019

E-Format available in
www.sunca.in

PRESIDENT'S MESSAGE

Dear SWASA Members,

The month of September 2019 commenced with a positive pitch of joining celebrations for commencement of 30th Year (Anniversary) of Sundararajan Associates LLP, Chartered Accountants on 6th September, 2019 (photos are appended in this edition). After rather a hectic period upto end Aug 2019, this brought relief for all SWASA members. This was declared to be a full-day program and was celebrated with whole-hog participation from all Partners, Families and SWASA Members in grandeur manner with breakfast at Vasantha Bhavan (ECR), reaching Jade Resorts, had sharing of experiences by all Partners individually, Invitee CAs (Baskaran & Ramesh, CAs), Student Members of SWASA for about couple of hours before Lunch. The program post lunch had Beach Visits and get-together, selfies etc., before retiring home by late evening. This was indeed a very special occasion to commemorate the commencement of 30th Year of Sundararajan Associates LLP, Chartered Accountants marching towards advent of FOURTH DECADE.



SWASA congratulates its ExCom Member & Editor SWASA Newsletter Chetan J Sharma on his engagement on 11th September, 2019 with Kajal and wishes a very happy married Life.

On **20th September, 2019**, the release function of SWASA Newsletter for September 2019 was done and honoured by the Chief Guest SIRC, Regional Council Member **CA R SUNDARARAJAN**. After describing his association with the Managing Partner, he gave an excellent speech addressing all SWASA Members and more particularly student members regarding ICAI guidelines on applying for re-valuation/re-totalling for the results in exams. He also gave tips as to adept preparations required to be done for the examination and scoring mechanisms. He recommended and emphasised on conducting self-imposed "mock-tests" akin to examination conditions to be done by individual students writing exams and to do self-evaluation to assess critically regarding areas requiring further preparations from examination point of view.

Earlier the intro was given by Pavithra describing briefly the objectives of SWASA, the registered society established under the initiative of Sundararajan Associates LLP, Chartered Accountants. Aiswarya, the new student, after the program proposed vote of thanks to the Chief Guest, Partners and SWASA Members.

"Present-Yourself-Professionally" Session could not be done by Anusha reg 'Internal Audits-Risks & Controls' in September, 2019 as scheduled due to other exigencies. This gets postponed to be done in October, 2019. Sagaya Divagar would also be presenting on long-pending Fixed Assets on Hospitality Industry in Oct, 2019.

With greetings once again and with a request to all SWASA members to participate with contributions on articles, snippets etc., for professional development growth of SWASA

Yours in Service
Padmaja Sankaran
President, SWASA

PHOTOS REGARDING CELEBRATION OF 30TH YEAR COMMENCEMENT OF SUNDARARAJAN ASSOCIATES LLP. CHARTERED ACCOUNTANTS



Student Harsha Varma, the adept comperor for the 6th Sept 2019 program SUN(CA)RISE



Managing Partner CA R Sundararajan addressing on “SUN (CA) RISE”

**Senior Partner CA SL Sivashanmugam addressing
on the caption “SUN (CA) RISE”**



**Partner CA Sri Prakash addressing
on the caption “Bonding with SA”**



**Partner CA ANL Madhavann addressing
On "Transition - From Service to Profession"**



**CA Ramesh (Bhaskaran & Ramesh, CAs)
addressing on "Friendship Across Border"**



**Partner CA K Vijayaraghavan on 6th Sept 2019 addressing
on the caption "Transition-Student to Partner"**



**Partner CA Sripriya Sundararajan addressing
on the caption "Life After Marriage"**



**CA V Vaidyanathan addressing
on the caption "Giant Alliance with SA"**



**CA R Ravi addressing on the
caption "Giant Alliance with SA"**



SHARING OF EXPERIENCES IN SA BY STUDENTS ON 6.9.2019

BALAJI SENIOR STUDENT



NANDAN STUDENT



AKSHAYA STUDENT



SATHEESH KUMAR STUDENT



ANUSHA STUDENT



PHOTOS OF "TEAM SA" ON 6.9.2019-GROUP PHOTO



TEAM SA GROUP PHOTO WITH BEACH BACKGROUND



**SEPTEMBER 2019 SWASA NEWSLETTER RELEASED BY CA R SUNDARARAJAN, SIRC
Regional Council on 20TH SEPTEMBER, 2019 (FRIDAY)**



Introduction of CA R Sundararajan Chief Guest by student Pavithra

RAPT ATTENTION BY SWASA MEMBERS FOR CHIEF GUEST'S ADDRESS ON 20.9.19



Vote of Thanks rendered to the Chief Guest & Partners by student Aiswarya

**GROUP PICTURE ON 20TH SEPTEMBER, 2019 POST RELEASE OF SWASA NEWSLETTER
FOR SEPT 2019**



EDITORIAL-SWASA MONTHLY NEWSLETTER-OCTOBER 2019

SWASA Monthly Newsletter for October 2019 was started with a special program on advent of 30th Year celebration for Sundararajan Associates LLP, Chartered Accountants which was celebrated on 6th September, 2019 by the entire SWASA Members along with the Partners, Families and Invited CAs.



Each of the Partners addressed the members participated (including invited CA Firm M/s Bhaskaran & Ramesh). The program was so lively that each of the Partners addressed with their own personal experiences over the time period.

- ❖ CA R Sundararajan Managing Partner spoke regarding “SUN(CA)RISE” from 1990 to current levels. He narrated the development of the institution of Sundararajan Associates, Chartered Accountants from a humble beginning way back in 1990. He thanked the support provided by all Partners, Students, Professional Colleagues and Friends at various points in time to experience the “SUN (CA) RISE”.
- ❖ He also made special mention about his family which propelled his initiatives and more particularly his father and brother who were instrumental for his dedicated approach to the profession with a consistent approach to the development of the firm.

- ❖ Subsequently, Senior Partner CA Siva Shanmugam spoke on the same caption and shared his vivid experiences and association with the Firm.
- ❖ On “Bonding with SA” Partner CA Sri Prakash spoke and narrated the ‘bonding’ right from earlier days.
- ❖ Both CA V Vaidyanathan (VV Sir) and CA R Ravi (Ravi Sir) spoke on the “Giant Alliance with SA” and narrated the experiences they individually had with the firm and the partners. Uma Madam (Mrs VV Sir) and Jayashree Madam (Mrs Ravi Sir) also shared their individual experiences in association with SA and SWASA.
- ❖ CA Sripriya Sundararajan shared her experiences with the CA Firm on “Life after Marriage” and stated that it is enjoyable with tight corners on timelines to be met for clients.
- ❖ CA Ranganathan spoke about his ardent relationship with SA.
- ❖ CA ANL Madhavann spoke on his ‘Transition from Service to Practice’ and expressed that it is almost a transformation with innate support from SA Partners and students.
- ❖ CA K Vijayaraghavan spoke on his ‘Transition from Student to Partner’ and offered his gratitude to all Partners more particularly Sundar Sir and Siva Sir for their continuous encouragement all through the sphere of his growth. He offered his special thanks to VV Sir, Ravi Sir and other Partners besides thanking all students (past and present) for supporting in all his professional endeavours.
- ❖ Later CA Ramesh (on behalf of his firm Baskaran & Ramesh) spoke on his “Friendship across Border” about SA and appreciated the association with the Firm.

Among the students, Balaji offered his gratitude to all Partners and thanked all students, Nandhan spoke and thanked all, new students Anusha, S Akshaya and Satheesh Kumar also spoke and thanked all Partners and Students for their cooperation.

After lunch, the program continued, with a Beach Visit (behind the resort), chit-chat and the session wound-up in the late evening. Very special thanks were offered to Harsha Verma, SK, Vivek and to me as Organisers and our own special thanks for Harsha Verma to have compered the entire program very nicely and effectively.

Regarding September 2019 SWASA Newsletter the same was released by **CA R Sundararajan, SIRC RCM** whose introduction of the Chief Guest was very well done by the new student Pavithra on 20th September, 2019.

During his address, he expressed mock-tests in writing should be conducted by respective students to evaluate one’s own performance in exam conditions. Later vote of thanks was given by another new student Aiswarya.

On the continuation of the theme “*Present Yourself Professionally*” for the month of **September 2019**, no presentations could be made by the students due to exigencies of IT filing (extended).

Students and SWASA members are invited to contribute articles of professional interest. All our presentation materials are available in the website www.sunca.in. All contributions, feedback(s) and suggestions are welcome and can be emailed to swasa@sunca.in

Editor - Chetan J Sharma

THIS OCTOBER 2019 ISSUE – AT A GLANCE

*“The secret of joy in work is contained in one word—**Excellence**. To know how to do something well is to enjoy it.” —**Pearl Buck***

100% CCH-iFirm UPDATION IN SEPTEMBER 2019

On a third consecutive month, it is again a moment of pride to announce that **100 % CCH-iFirm** entries from all participant users of CCH have been recorded where in every single user have registered in CCH for the quarter ended 30th September, 2019. It is reiterated that such **proud moments** should continue from recordings by all participant users for the days to come. Those who are having access may also go through the Intranet in CCH-iFirm wherein other contributions by members were posted and suitable feedbacks can be given.

SPECIAL CONGRATULATIONS

SWASA congratulates specially VINOTH KUMAR, SHRI VIGNESH AND P ABINAYA for their scoring 1st , 2nd and 3rd Ranks respectively on maximum hours recorded in CCH-iFirm during the quarter ended 30th September, 2019.

Special appreciation goes to P ABINAYA for having achieved the **QUALITY CERTIFICATION** in recording her jobs in a qualitative manner in the CCH-iFirm which can be emulated by other students. She has meticulously recorded with complete details including extent of work attended, completed etc., which presents itself as a model recording system.

Kudos to **P ABINAYA** for maintaining quality recording in CCH-iFirm and SWASA specially congratulates her for the same.

CONTRIBUTIONS FROM ALUMNI

SWASA takes an immense pride in bringing out the contribution of **CA VINOD RAJAN** in this issue of SWASA NEWSLETTER after his CA qualifications from Sundararajan Associates.

On the request from CA K Vijayaraghavan and from SWASA ExCom Member Chetan J Sharma (Editor), CA VINOD RAJAN also a Cost Accountant (**CA, CWA**) has kindly consented to provide an extract of his career growth after his CA articleship with Sundararajan Associates.

CA VINOD RAJAN's experience with SA is shared herein below and he is presently employed as Senior Manager - F & A White Data Systems India Pvt Ltd (Subsidiary of TVS Supply Chain Solutions Ltd)



Good Day

Why Chartered Accountancy?

For me, this was the easiest part. My father, Late V Rajamanickam was a Cost Accountant by himself and he considered Chartered Accountancy as a successful career choice for me. I had never thought of an alternative career and I treasure him for making such an important choice for me.

Articleship with Sundararajan Associates (SA)

I was referred to SA by my uncle's friend Adv. B Ramana Kumar. Thereafter I met the partners of the firm CA R Sundararajan, CA P Ramasamy and CA Sivashanmugam. They are accomplished individuals who are experts when it comes to Audit, Compliance and Taxation consulting.

Articleship is a phase where both theoretical knowledge and practical knowledge needs to go hand in hand. When we face a practical issue, we refer to theories written by finance experts. Or sometimes we learn something new, which we try to put into use at a client's place. We are always referred to as Auditors by Clients even before we are qualified auditors. You get to work with a great set of colleagues/friends with different types of clients and you learn a lot from them. We are exposed to the functioning of different types of organizations like banking, corporates, trust, etc. Articleship is a perfect blend of joy and hardship.

Though I have limited interaction with my old set of SA friends, I remember each one of them with their loving memories. The support of the partners and friends in SA not only gave me experience in understanding the finance & corporate world, but also provided me the required support to clear my CA curriculum. The time spent here is paving the way towards fruitful and enriching career.

SWASA

SWASA is a great initiative of building an environment which is most conducive for learning and working as a professional. This brings in regular interactions and the knowledge sharing among colleagues and peers that would bear fruits in the long run in every one's career.

When our own initiative started way back in 2008, I along-with Situ choose to speak on Bank Audits since we were a team doing Concurrent Audit of Indian Bank, Kilpauk Branch.

We both entered with the tune of **"Dhan Te Nan"** from film Kaminey and saw Vicky frowning when the fact about the volume of business handled by a small cozy kilpauk branch was given by Situ. It was so much fun.

HAPPY FACES & SUGGESTION

I am particularly proud to see the happy young faces presenting technical sessions, organizing extra-curricular activity and tours. This kind of activities removes the silos which operates within an organization. Cheers to the idea. I have only one suggestion to make: "Have a mechanism in place whereby students can become part of the organization in a long run".

MY UNFORGETTABLE DAYS

My days with Sundararajan Associates are unforgettable, happiest and the most fruitful days in my life. I would like to congratulate SA for completing 3 decades of practice which is a mammoth achievement in such a rapid changing environment.

I would like to extend my sincere thanks to one and all for giving me an opportunity and wishing all the best to the students at SA.

Thanking You.

Vinod Rajan, CA CWA

CELEBRATIONS OF ADVENT OF 30TH YEAR (ANNIVERSARY) PROGRAM ON 6TH SEPT 2019

SWASA joined and celebrated on 6th September, 2019 towards beginning of the **30th Year** (Anniversary Program) for Sundararajan Associates LLP, Chartered Accountants, the details of the same are reflected separately with write-up and photographs in this edition.

"SWASA ARTS" GROUP

SWASA Members may approach any of the ExCom Members to get connected with Swasa Arts "**Whatsapp Group**" connectivity. Already some salient videos are posted in the same which can be accessed by interested members (after registering in the Whatsapp).

The session relating to indoor games such as CHESS and CARROM was earlier done in June, 2019. The next session would be scheduled appropriately.

Members who have filled up and provided their talents in other areas (part of 'game therapy') to the Organisers can also await further course of action such as categorisation of members for in-house competition to bring out their talents, practice sessions, reward recognition etc.,

"SWASA - GAME THERAPY"

For the Game as a 'therapy' experienced earlier in June, 2019 by Swasa Members after a long span, the members were taken in team christened under the solar system basis and titled as 'SWASA SOLAR' (*excluding Saturn*).

There were EIGHT Teams formed with the Leaders being one of ExCom Members including S Karthikeyan (SK) as ExCom Invitee. These EIGHT Teams are named as 1. Earth 2. Jupiter 3. Mars 4. Mercury 5. Neptune 6. Pluto 7. Uranus and 8. Venus. Next session would be performed appropriately in the near future.

SECRETARY'S CORNER

The Secretary of SWASA **Balaji** informed that all SWASA members must go through the newsletters and send their respective feedbacks to swasa@sunca.in. The newsletters (after release every month) were also uploaded in the website www.sunca.in under the column SWASA. Efforts are being taken for students to make contributions in the form of writing articles and other written materials so that the Editorial Advisory Board can review before publication in the monthly newsletter.

TREASURER'S CORNER

The treasurer of SWASA **Vivek** has informed that allocations made out of available funds and contributions received from members and the firm are being utilised for the purposes of SWASA activities. Treasurer has also sought (on behalf of Organising Committee) suggestions for improvement if any for organising professional programs with relevant topics for presentations.

PRESIDENT'S SPECIAL MESSAGE TO STUDENTS

SWASA invites feedback from all students regarding any practical issue(s) that they may face during the course of audits. SWASA would help in respect of genuine issues if any such as **a.** on professional subjects—both direct and indirect taxes, company law, accounting, costing, auditing etc., and would support seamlessly and **b.** any other inhibitions that students may come across for effectively handling their subjects/ tasks-on-hand.

OUR NEXT ISSUE-CALENDAR

- ✓ SA Alumni Contribution
- ✓ Presentation by Students
- ✓ Management By Objectives ("MBO") Session-1
- ✓ Yoga Session -3

RE-VISITING "MANAGEMENT BY OBJECTIVES" (MBO)::: RELEVANCE TO AUDITS, ASSURANCE PRACTICES & COMMUNICATION SKILLS

Last month, there was a mention about MBO. For the benefit of SWASA Student Members there would be regular sessions conducted under the program titled "**MBO**" (**Management By Objectives**).

These **MBO Sessions** would provide total "insight" into preparing oneself for audits with peer reviews, discussions etc., managing audits, taking audit notes, PODs ie., points of discussion, arrangement on logistics, skills on conducting oneself at audit locations/clients' offices (with proper dress-codes), training on soft-skills, requirement of core competencies for audits, system-oriented training on SAP, ERP and such other pre-requisites for taking up special audits, deployment of resources/pooling of resources for audits, preparation of audit programs (with time-schedules), report writing proficiencies, development of communication skills, preparation towards training on saving data (final) in the server and timely retrieval/updation, recording time-sheets and updation etc.,

The formal sessions would commence from January 2020 onwards though prior to that several pre-cursor sessions are expected to be conducted where in students can also gear-up with requisite preparations to meet upto MBO sessions.

These **MBO Sessions** would be initially conducted by **Partners** and later on depending upon special requirements would be conducted by external experts in the field whose experience in related topics would shower several dimensions to emulate and practice. Students are advised to make best utilisation of these potential training sessions for continuous development under **SWASA TRAINING HOURS ('STH')**. *Staff would join only on a selective basis.*

SWASA NEWSLETTER FEEDBACK REGISTER

SWASA welcomes readers to provide their respective feedbacks and comments on **SWASA Newsletter (s)** kept at the reception in the specific folder along with **Feedback Register**. This **feedback register** can be filled by the students, staff, alumnis, clients and visitors.

Readers' feedback on SWASA Newsletter(s) would facilitate improvisation and improvement on its' contents for future publications. The contents of this newsletter are also available in the website www.sunca.in.

SWASA Executive Committee (ExCom)

| | | |
|--------------|--------------------|---------------|
| President | - Padmaja Sankaran | (97109 66601) |
| Secretary | - M Balaji | (86680 10880) |
| Treasurer | - S Vivek | (90422 58558) |
| ExCom Member | - Harshita Kothari | (99623 21967) |
| ExCom Member | - Chetan J Sharma | (90031 04859) |
| ExCom Member | - Shatruhan Khanna | (99622 99881) |
| ExCom Member | - S Abirami | (86101 83207) |

SWASA Advisory Board

CA Sripriya Sundararajan
CA K Vijayaraghavan
CA ANL Madhavann